

ORDER



Orders
Order / Rev: 163636
Alt Order #: 06837773
Product Desc: DSCC IE
Estimate: 1540
Flight Dates: 09/25/12 - 11/06/12
Original Date / Rev: 07/31/12 / 09/25/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007-3674

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DSCC Democratic Senatorial Campaign
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/01/09
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	77	\$41,200.00	\$35,020.00
10/29/12	11/06/12	107	\$75,900.00	\$64,515.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	77	\$41,200.00	\$35,020.00	0.00
November 2012	107	\$75,900.00	\$64,515.00	0.00
Totals	184	\$117,100.00	\$99,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	22%	\$117,100.00
Market	100%	\$532,272.73

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	13%	\$69,195.45
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	39%	\$207,586.36
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

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Advertiser:	<u>DSCC Democratic Senatorial Campaign</u>	
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EYEWITNESS NEWS

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	All	11/03/12	11/03/12	News 4 Special Sa 5p-530p News 4 Special Sa 5p-530p	CM	Sa 5p-530p -----S-	:30	1	\$700.00	1	0.00	NM	1	\$700.00
EYEWITNESS NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1		\$700.00			0.00			
E 16	All	11/03/12	11/03/12	News 4 Special Sa 530p-6p News 4 Special Sa 530p-6p	CM	Sa 530p-6p -----S-	:30	1	\$400.00	1	0.00	NM	1	\$400.00
EYEWITNESS NEWS @ 630P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			1		\$400.00			0.00			
E 17	All	11/04/12	11/04/12	News 4 Special @ 430p-5p News 4 Special @ 430p Sun	CM	Su 430p-5p -----S	:30	1	\$550.00	1	0.00	NM	1	\$550.00
EYEWITNESS NEWS AIRS SUN 430-5P SE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S			1		\$550.00			0.00			
E 20	All	10/29/12	11/02/12	Late Night w/Jimmy Fallon Late Night w/Jimmy Fallon	CM	M-Th 1207a-107a/MTWTF--	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
LATE NIGHT W/ JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--			5		\$200.00			0.00			
E 21	All	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
SAT. NIGHT LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-			2		\$700.00			0.00			
E 22	All	10/29/12	11/02/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
EYEWITNESS NEWS @ 10PM NM GAMEDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	MTWTF--			4		\$1,400.00			0.00			
E 23	All	11/05/12	11/05/12	Monday Prime 2hr 7p-9p Monday Prime 2hr 7p-9p	CM	M 7p-9p M-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
THE VOICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/12		11/11/12	M-----			1		\$2,000.00			0.00			
E 24	All	10/30/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	Tu 7p-8p -T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
THE VOICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-T-----			1		\$1,800.00			0.00			
E 25	All	10/30/12	10/30/12	Tuesday Prime C Tuesday Prime C	CM	Tu 9p-10p -T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
PARENTHOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	-T-----			1		\$1,800.00			0.00			
E 26	All	10/31/12	10/31/12	Wednesday Prime A Wednesday Prime A	CM	W 7p-8p --W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
ANIMAL PRACTICE/ GUYS W. KIDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	--W----			1		\$1,800.00			0.00			
E 27	All	10/31/12	10/31/12	Wednesday Prime B Wednesday Prime B	CM	W 8p-9p --W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
REVOLUTION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	--W----			1		\$1,800.00			0.00			
E 28	All	10/31/12	10/31/12	Wednesday Prime C Wednesday Prime C	CM	W 9p-10p --W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
CHICAGO FIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		11/04/12	--W----			1		\$1,800.00			0.00			
E 29	All	11/02/12	11/02/12		CM	F 7p-8p ----F--	:30	1	\$1,600.00	1	0.00	NM	1	\$1,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	All	10/22/12	11/02/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p (4:30 PM-5:00 PM) MTWTF--	:30	5	\$400.00	1	0.00	NM	10	\$4,000.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				5	\$400.00		0.00			
E 41	All	11/05/12	11/05/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p (4:30 PM-5:00 PM) M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$400.00		0.00			
E 42	All	11/05/12	11/05/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a M-----	:30	1	\$350.00	1	0.00	NM	1	\$350.00
EYEWITNESS NEWS 4 TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$350.00		0.00			
E 43	All	11/05/12	11/05/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a M-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
EYEWITNESS NEWS 4 TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$600.00		0.00			
E 44	All	11/05/12	11/05/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWITNESS NEWS 4 TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$850.00		0.00			
E 45	All	10/22/12	11/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	5	\$850.00	1	0.00	NM	10	\$8,500.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$850.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				5	\$850.00		0.00			
E 46	All	11/05/12	11/05/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a M-----	:30	1	\$850.00	1	0.00	NM	1	\$850.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$850.00		0.00			
E 47	All	10/22/12	11/02/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p MTWTF--	:30	4	\$500.00	1	0.00	NM	8	\$4,000.00
TONIGHT SHOW WITH JAY LENO														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				4	\$500.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				4	\$500.00		0.00			
E 48	All	11/05/12	11/05/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TONIGHT SHOW WITH JAY LENO														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$500.00		0.00			
E 49	All	10/22/12	11/02/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a MTWTF--	:30	5	\$250.00	1	0.00	NM	10	\$2,500.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$250.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--				5	\$250.00		0.00			
E 50	All	11/05/12	11/05/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a M-----	:30	1	\$250.00	1	0.00	NM	1	\$250.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$250.00		0.00			
E 51	All	11/05/12	11/05/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
EYEWITNESS NEWS @ 10PM NM GAMEDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

